

Lee Kum Kee (Hong Kong) Foods Ltd in Packaged Food (Hong Kong, China)

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Abstracts

Over the forecast period, Lee Kum Kee (Hong Kong) Foods Ltd is expected to engage itself in more marketing activities that can foster a close relationship with chefs or foodservice operators, such as the Young Chef Cooking Contest in 2012. By doing so, the player is seeking to sustain its leadership. In addition, the company is likely to offer more products in the health and wellness segment so as to help foodservice players better answer demand from health-conscious consumers.

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